

Hudson's Bay Company

INCORPORATED 2ND MAY 1670

Commencing the January Clearance of Ready-To-Wears, Furs and Millinery

See the extensive Window Displays—Come when the sale starts at 9 a.m. Wednesday.

—AHEAD OF SCHEDULE comes the January Clearance of women's apparel, and it provides an unusual and unexpected opportunity to secure smart new apparel, at emphatic savings, just when the season is at its height.

—STREET FROCKS, AFTERNOON AND EVENING DRESSES, FURS, COATS AND MILLINERY—fashionably correct in style and fine in quality—are offered at prices which will mean quick action selling.

Many Special Purchase Lines Shown for the First Time!

A Very Special Purchase of 100 Flannel Dresses AT 3.95

For Juniors, Misses and Women

—Think of buying all wool flannel dresses at this ridiculous price. Several smart styles with trimmings of plaits, pockets, silk braid and contrasting shades. Shown in red, green, blue, brown, rose, wine and navy. Sizes 14 to 42. Sale price 3.95

Here's Something Remarkable!

75 New Cloth Dresses AT 5.95

Made to sell at 7.95 to 12.95

—Worth coming at store-opening time for best choice. Fashioned from Poirer twill, Charmeen and Faille. Smart styles for business, street and general utility wear. Effectively trimmed with plaits, tucks, buttons, braid and contrasting materials. Shades of sand, rose, beige, monkeyskin, brown, navy and black. Sizes 16 to 44. Sale price 5.95

A Feature Special!

100 New Wool Dresses AT 12.95

Made to sell at 15.95 to 25

—Lovely wool jerseys, fine twills, wool creppellas and novelty fabrics fashioned in smart one-and-two-piece styles. Trimmed with plaits, tucks, hand-drawn work and contrasting materials. Shown in shades of rose, beige, malaga, goblin, wine, green, red, rust, grey and a few in navy blue. Sizes 14 to 40. Sale price 12.95

Just In! Special Purchase of 100 New Silk Dresses AT 8.95

Presenting Exceptional Values!

—Fashioned from lovely flat crepes and satins in smart styles for all occasions. Cleverly trimmed with flares, plaits, tucks, and embroidery; stitching. Shades of rose, blue, beige, green, sand, navy and black. Sizes 16 to 42. Sale price 8.95

There'll Be Quick Selling in This Group

150 Satin Dresses AT 13.95

Made to sell at 19.95 to 25

—Fashioned from lustrous satins, in a host of clever styles trimmed with flares, plaits, tiers, belts and ties. Shades of beige, green, rose, blue, brown, malaga, navy and black. Sizes 16 to 42. Sale price 13.95

100 Afternoon Dresses

Featuring Delightful Styles

AT 19.95

Made to sell at 25 to 39.50

—Many original Paris importations included in this special sale group. Fashioned from lovely French crepes and satins. Beautifully hand-drawn, embroidered, tucked and pleated. Shades of green, rose, blue, beige, grey, navy and black. Sizes 16 to 42. Sale price 19.95

A Very Special Group of Dainty Party Dresses AT 19.95

Made to sell at 25 to 29.50

—Bright dance and party frocks that young people love to wear. Fashioned from taffeta, georgette and tulle in charming styles. Daintily trimmed. Shown in delightful shades for party and dance wear. Sizes 16 to 20. Sale price 19.95

Just What You Are Looking For!

Lovely Evening Dresses AT 29.50

Made to sell at 35 to 49.50

—Captivating creations for the holiday season—featuring last-minute styles at an attractive saving! Fashioned from taffeta, georgette, tulle and lace. Effectively trimmed in a variety of clever effects. Delightful shades of green, rose, pink, yellow, coral, orchid and white. Sizes 16 to 38. Sale price 29.50

A Timely Sale of

Beautiful Evening Frocks AT 49.50

Made to sell at 59.50 to 69.50

—Beautiful French and American imports are included at this low price. Gracefully draped, brilliantly headed and daintily trimmed georgette, French crepes and rich satins. Included are a number of crisp taffetas with long full skirt and a few trimming lace-trimmed. Exquisite shades as well as black and white. Sizes 16 to 40. Sale price 49.50

Second Floor, H.B.C.

Women's Fur Trimmed COATS--Priced for Quick Clearance

A Notable Grouping of Fur Trimmed Coats, 24.50

Made to sell at 29.50 to 45

—Many were specially purchased for this sale—others from regular stock formerly bearing much higher markings. Fashioned of glossy needlepoint. Warmly lined and interlined and trimmed with generous collars and cuffs of blended tubette and select furs. The newest shades are abundantly represented. Sizes 16 to 42. Sale price 24.50

Here's Another Noteworthy Group! Fur Trimmed Coats, 39.50

Made to sell at 49.50 to 59.50

—Seldom are coats like these offered at so low a price. Fashioned from rich pile fabrics and suedines. Generously trimmed with crush and shawl collars and cuffs of select furs. Each coat nicely lined and interlined. A splendid choice of colors. Sizes 16 to 40. Sale price 39.50

Unusually Clever Styles in Women's Fur Trimmed Coats, 49.50

Made to sell at 65 to 79.50

—Fashioned from glossy needlepoints and superior quality suedines. Beautifully styled and finished. Lined throughout with silk crepes and satins. Each coat generously trimmed with select fur. Showy in the season's most popular shades, including black. Sizes 16 to 40. Sale price 49.50

Distinctive, Exclusive Styles in Fur Trimmed Coats, 69.50

Made to sell at 85 to 125

—A rare opportunity to secure a distinctly smart coat at a moderate price. Fashioned from suedines and glossy pile fabrics. Richly lined. Beautifully finished. Handsomely trimmed with select furs. All the newest shades included. Sizes 16 to 40. Sale price 69.50

Second Floor, H.B.C.

All FUR COATS Sale Priced for Quick Clearance

—1 only Black Caracul Coat with cocoa squirrel trim. Size 38. Reg. \$445. Sale **\$325**
—3 only Beige Caracul Coats trimmed with fox collar. Size 36 to 38. Regular \$440. Sale **\$319**
—1 only Beige Caracul Coat with Fox collar. Size 36. Regular \$175. Sale **\$135**
—1 only Grey Caracul Coat trimmed with fox collar. Size 36. Regular \$175. Sale **\$135**
—1 only Molekin Coat trimmed with Alaska Sable collar and cuffs. Regular \$375. Sale **\$300**
—1 only Cocoa Squirrel Coat. Size 38. Regular \$750. Sale **\$625**
—1 only Coon Skin Coat. Size 38. Regular \$395. Sale **\$316**
—1 only Persian Lamb Coat, trimmed with Kolinsky collar and cuffs. Size 38. Regular \$550. Sale **\$450**
—2 only Persian Lamb Coats, trimmed with Alaska Sable collar and cuffs. Size 36. Regular \$550. Sale **\$450**
—2 only Persian Lamb Coats, trimmed with Alaska Sable collar and cuffs. Size 44. Regular \$395. Sale **\$325**

—2 only Persian Lamb Coats. Size 34 and 36. Trimmed with Alaska Sable collar and cuffs. Regular \$225. Sale **\$260**
—3 only Persian Lamb Coats, trimmed with Alaska Sable collar and cuffs. Size 36 to 42. Sale **\$260**
—1 only Hudson Seal Coat, trimmed with Fitch collar and cuffs. Size 38. Regular \$495. Sale **\$395**
—1 only Hudson Seal Coat trimmed with Fox collar and cuffs. Size 40. Regular \$425. Sale **\$350**
—1 only Hudson Seal Coat, trimmed with Fox collar and cuffs. Size 36. Regular \$525. Sale **\$395**
—1 only Hudson Seal Coat trimmed with Fox collar and cuffs. Size 40. Regular \$485. Sale **\$395**
—1 only Hudson Seal Coat trimmed with Krimmer collar and cuffs. Size 36. Regular \$475. Sale **\$375**
—4 only Hudson Seal coats, trimmed with Alaska Sable collar and cuffs. Sizes 36 to 42. Regular \$425. Sale **\$350**

—7 only Hudson Seal Coats trimmed with self collar and cuffs. Size 36 to 44. Regular \$420. Sale **\$350**
—4 only Electric Seal Coats trimmed with Muskrat collar and cuffs. Size 36 to 42. Regular \$185. Sale **\$140**
—2 Beaverine Coats. Sizes 38 and 40. Reg. \$120. Sale **\$99.50**
—1 plain Electric Seal Coat. Size 40. Regular \$127. Sale **\$99.50**
—3 Muskrat Coats, plain. Sizes 38 and 42. Regular \$335. Sale **\$268**
—1 only Muskrat Coat, plain. Size 36. Regular \$410. Sale **\$245**
—2 only Muskrat Coats, with Fox collar and cuffs. Sizes 38 and 42. Regular \$325. Sale **\$260**
—2 only Muskrat coats, trimmed with Fox collar and cuffs. Size 40. Regular \$260. Sale **\$208**
—1 only Silver Muskrat Coat. Size 36. Regular \$295. Sale **\$236**

Fifth Floor, H.B.C.

Don't Miss This! Smart MILLINERY at Sharp Reductions!

—The Sale of Millinery, which commences Wednesday at 9 a.m., promises to be one of the outstanding value offerings of the season. Every hat from higher priced groups are reduced for quick selling. Three groups—each remarkable value. Shop early!

Group 1—100 Hats, at 1.95

Values From \$3 to \$5

—Smart felts, velvet and metallic or felt and velvet combinations. Trimmed with tinsel, ornaments and many new trimming ideas. Shown in snug-fitting styles, semi-brims and off-the-face models. All the popular shades for juniors, misses and women. Sale price 1.95

Group 2—150 Hats, at 3.95

Values from \$5 to 7.95

—In this group will be found many extremely smart hats that were exceptional value at their original markings. Soft velvets, bright metallics and smart felts in close-fitting styles effectively trimmed. All the popular shades for women and misses. Reduced to 3.95

Group 3—175 Hats, at \$5

Values from 7.95 to 12.50

—Charming hats, beautifully made from Lyons velvets, broadcloths, metallics, and gold and silver lined. Trimmed with jeweled pins, and ornaments plainly selling they are from much higher priced groups. Close fitting styles. Lovely colorings and combinations. Sale price 5

Second Floor, H.B.C.

The Bulletin's Page of World News Told in Pictures

Who Owns Oklahoma?: Sabotage or Altruism?: 'G.W.' in Halter



REV. ANNA GERLIN SPENCER, 76, and former suffrage leader, has told a national gathering of women in New York that their separate organizations have done their work and should now be disbanded so the women can work in the general bodies with the men for the good of all.

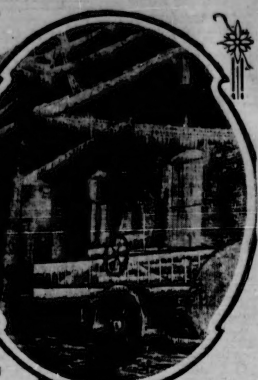
HOW MUCH can a horse stand and stay in good condition is what Lieut. Paul C. Linehard will try to find out for the United States Remount Service on a ride from in front of city hall, New York, to Los Angeles.



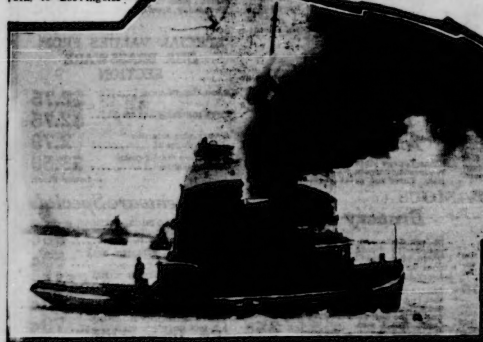
EDWARD F. SCHLEE AND WILLIAM S. BROCK, making the final tests of their plane, "The Spirit of Detroit," before starting the endurance test flight from Daytona Beach, Fla.



THE NEW LIGHTWEIGHT CHAMPION of the world, Sammy Mendell, otherwise "The Chicago Adonis," who is in training to defend his title against Sacco of Boston.



ROARING FLAMES and icy blasts made a tough job for the firefighters of Brooklyn, N.Y., the other night. Then a bursting hose capped the climax by drenching everybody and producing this result.



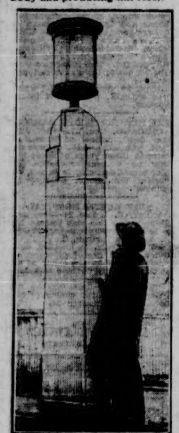
THE TUG GENERAL, which figured so heroically in the rescue of the crew of the Agawa, breaking ice in the St. Mary's river in an attempt to get belated steamers to dock.



THE STATE CAPITOL at Oklahoma City, Oklahoma, guarded by troops under the orders of Governor H. S. Johnston, preventing the assembly of the legislature which plans to take impeachment proceedings against him.



THE FATHER OF HIS COUNTRY IN UNUSUAL SETTING: However, they are not hanging the late George Washington, Esq., in effigy, but putting a statue of him on the top of the court house at Washington, P. It weighed three tons and was hoisted 175 feet into position.



MODERN ART as applied to the lighting of the new Lea Valley viaduct between Edmonton and Clingford, England, which will be opened soon.



THE NEW AERIAL WAY of carrying a line to a ship in distress. The aviator drops the weighted end of the line over the vessel and then flies back to land.



JACK LIVINGSTONE, an American, and Edouard Chambost (at right), who will attempt a zig-zag flight from Paris to America.



THE INTERNATIONAL Disarmament Conference, Geneva, at which Russia proposed that all nations completely disarm.



A STRANGE FRIENDSHIP: A dog, a Missouri black and white, and a Mexican breed, a black and white snake, together.



A SIGNALER of the new Red Russian army using the most up-to-date of field telephones in recent army maneuvers.



"IS THE CHURCH LOSING ITS HOLD?" Certainly not, from the look of this line-up of worshippers waiting an hour before the service to get into St. Martin-in-the-Fields Church, London, England.



WHAT FIRE DID to the 200 feet high mast at the Government Radio Research Laboratory at Dutton Park, near England. Thousands of pounds worth of radio apparatus and many valuable records were destroyed by the fire which completely wrecked the plant.



"IS RUSSIA SINCERE?" is the question puzzling European statesmen. She proposes disarmament while keeping up the mightiest army in the world and outfitting it with every modern appliance. Officers of the Red army in their new uniforms.

Advance Edmonton!

MAKE YOUR CITY PROSPEROUS

When you patronize home industry you are helping your city... helping to find employment for more people... building up greater payrolls. The local merchants, business men and manufacturers advertising on this page are doing their share to help build prosperity. Show your belief in your city by patronizing them.

These Merchants,
Business Men and
Manufacturers
Merit Your Support

Beatty Washer Store,
The
Canadian Bedding
Company
Crown Coal Company
Crown Paving Co.
E. C. D. Limited
Edmonton Stock
Yards
Emery Company, The
Gourlay, C. E.
Great West Garment
Jack Hays Taxi
King Edward Cafe
McDonald, Robt.
McLeod Building
Miller Taxi Company
National Trust Com-
pany
New Edmonton
Breweries
North West Brewing
Northwestern Utilities
Pekin Shoppe
Provincial Govern-
ment
Weber Bros.
Weiller & Williams
Company
Whyte & Company

The King Edward Cafe Shows Splendid Growth

First opened to the public on January 15, 1927, the King Edward cafe, 101st street, has enjoyed such a remarkable growth under the proprietorship of S. E. Saulman that today plans are being prepared to enlarge the premises to take care of the additional trade which is turned away almost daily, despite the extensive accommodation.

With service and cleanliness as a motto, the King Edward cafe experienced a rushing business from the day it opened, the up-to-date improvements and service appealing to the public.

The cafe has a capacity for 30 persons at the counter, while there are 100 tables, which are semi-private. A staff of 40 persons, all trained to give the best service to the cafe's many patrons, is maintained.

Kelvinator equipment is one of the latest improvements to be used by the cafe, so that the food may be kept in perfect condition. Latest ventilating systems are used to keep the air in the building sweet, pure and cool.

Special music is provided under the direction of Mattie Sealer.

To aid manufacturing concerns in the city, Edmonton-made products are used as much as possible by the cafe. Everything needed which can be obtained right in the city has first choice by the management.

The King Edward cafe also has special menus which are so popular that the business enjoys one of the best trades in the city. That it still is growing is evidenced by the fact that plans are being prepared for additions.

THE
McLeod Bldg.
MODERN IN
EVERY RESPECT
Nine stories of Office
Comfort
Convenience and Safety

On this page you will find conveniently arranged a diversified list of progressive Edmonton Merchants—PATRONIZE THEM!

Northwestern Utilities

LIMITED

EXTEND TO THE READERS
OF THIS PAGE THEIR SIN-
CEREST WISHES FOR A
HAPPY AND PROSPEROUS
NEW YEAR



SHIRTS
PANTS
MACKINAW
LEATHER COATS

Made in
EDMONTON

by your neighbors and fol-
low citizens.
Give practical support to
your home city by using
these goods.

CROWN Paving & Construction Co., LTD.

1351—82nd St.

Phone 7177

Edmonton Stock Yards LIMITED

Established October, 1916

ALBERTA'S BEST
LIVE STOCK
MARKET

Have grown by service
from 34,859 in 1916 to
285,750 head of livestock
in 1927.

WEBER BROS.

Ground Floor, McLeod Bldg

Phone
9348

We Buy and Sell as
Well as Handle on
Commission

CITY PROPERTIES
AND
FARM LANDS

We Write All Classes of In-
surance — We Negotiate
Mortgages and Finance Time
Sales Paper of Every De-
scription.

The King Edward Cafe

101st St. (Opposite Woodworth's)

"Where Epicureans Meet"

Quality Food, Appropriately Cooked, Carefully Served.
MODERATE PRICES EVERY DAY.
Quiet, Clean and Brightened.
MUSICAL PROGRAMME DURING MEALS

PENN COAL

Alberta's Best
General Purpose
Coal

Phones 1919—2209

ECD VELVET Ice Cream

SERVE IT AND YOU
PLEASE ALL

Bricks Bulk
Dixies Frost Bites

AT ALL GOOD DEAL-
ERS ON YOUR WAY
TAKE SOME HOME

E.C.D. Limited

For Your
New Year's Party

North West Beer

Order a Case of

Milwaukee

or

Muenchener

You'll enjoy this

better beer.

PHONE

9-3-7-1

**NORTH WEST
BREWING CO., LTD.**
Edmonton, Alta.

This advertisement is not inserted by the
Advertiser, but by the
Government of the Province of Alberta.

Beatty Washer Sales

Keep Pace With
Edmonton's
Progress
3,000 BEATTY'S
IN WEEKLY USE
BUY THE BEST
BANK THE BEST

BEATTY WASHER
STORE
10519 Jasper Ave. Phone 1654

HEAR THE 40-Minute Record

Play only on the New Long-
Playing Edison Phonograph.
In selecting your Phonograph,
remember that only the New
Edison Phonograph has ever
dared the test of side-by-side
comparison with the living art-
ist.

GOURLAY
MUSIC STORE
Phone 5544, 10120 Jasper Ave.

Savings 4% Interest

Paid on minimum monthly balance
Accounts opened for \$1.00 and upwards

National Trust Co., Ltd.

IN BUSINESS HERE SINCE 1901
10072 Jasper Ave. Edmonton

TAXI! TAXI!

Jack Hays' Ltd.

Well and favorably known for SERVICE, SAFETY,
COMFORT and ECONOMY
A Fleet of NEW HEATED HUDSON SEDANS

Phone 2555 or 2663
AND WE ARE THERE IMMEDIATELY

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Ltd.
Saskatoon, Sask.

Weiller & Williams Co., Ltd.
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L. E. WILLIAMS, Manager

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Service, Efficiency, Dependable

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**Canadian Bedding
Company**

Manufacturers of The Silver Flame
and other high grade Layer Felt
Mattresses
Full line of Mattresses,
Boys, Springs and Cushions

THE
**EMERY
Company Limited**
Manufacturers of
Dresser for House, Street,
Afternoon and Evening
Wear
EDMONTON, ALTA.

START THE NEW YEAR RIGHT— BUY A HOME AND SAVE RENT

A well built, modern bungalow 22x30-
four rooms and bath, fully modern-
ized street south of 114th approx.
Close to school and car line. Full
bathroom, concrete foundation.
\$1250 ft. lot. Clear title. \$2000.00,
\$500 cash.

122nd Street—
Bungalow 22x30, 5 rooms and bath,
fully modern, gas throughout. Fire-
place in living room. Screened veran-
dah. A comfortable home in first
class condition. \$2000.00, \$500 cash;
balance at \$20.00 per month includ-
ing interest.

1201 St. new semi bungalow, 6
rooms and bath, fully modern, gas
throughout in living room. Oak floors.
Built in cupboards in kitchen. Full
bathroom, well finished. \$2450.00,
current lot. Clear title. \$1750.00, \$300
cash. Balance arranged.

WHYTE & CO. Limited

Imperial Block Annex
10117 100th St. Phone 9247

TWO LEADERS
THE
Selkirk Hotel
and
THE
Yale Hotel

WHERE COMFORT AND
CONVENIENCE REIGN
SUPREMACY OVER OUR GUESTS

CAFE AND LUNCH CON-
NECTION.
TRAFFIC IN CONNECTION
WITH EACH HOTEL.
HOTEL SELKIRK AND
YALE HOTELS UNDER
PERSONAL SUPERVISION
OF Robert McDonald, Prop.

New Edmonton Breweries Ltd.
1376 - Phones - 4251

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by the Government of the Province of Alberta.

An Investment for all classes and
all Ages

4% Payable on Demand

**PROVINCIAL SAVINGS
CERTIFICATES**

Apply **TREASURY DEPARTMENT**
PARLIAMENT BUILDINGS
Edmonton, - Alberta.

**Lonely Girls in City
Are Guests of Y.W.C.A.
At Christmas Dinner**

Gray karels of crimes and
gray ministers of Christmas trees
rhymed with artificial frost and
snow, and jovial
...over the scene left
an air of happy festivity to the
...
on Monday, when more than a
hundreds of girls who were away
from home was
W. C. A. at Christmas dinner.

The prettily decorated tables,
laden with holly ferns and decorated
with girlish faces and holly-
leaves from the
friendly atmosphere, and the gaiety
of laughter and conversation, as
the

Traveler's Aid worker outlined the
program of that phase of W. C. A.
work she was beginning.

The dinner, which was one of the
most eagerly, in the history of the
local institution, was presided
over by Miss McElwee, secretary
of the Traveler's Aid Society, who
extended the hospitality of the Y.
W. C. A. to them.

W. C. A. to them.

Menu

By STEVEN MARV
BREAKFAST—Grains, Juice, Eggs

[illegible]

Queen Mary's love of flowers is expressed in her Christmas card, which shows an old English garden filled with blooms.

Just **it.**

Just taste it

This hotel is not a member of the
Alberta Hotelmen's Association

The perfect fuel
under control

COLOR
PLAY
LIFE!
COAST
HOLIAN

perfect control
HEAT WITH GAS

CHOICE OF ROUTES

EXCURSIONS

DECEMBER

JANUARY
8, 9, 16, 17, 19, 26

FEBRUARY

term
ANADA
\$23.00

\$92.00

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Return to
TORONTO, HAMILTON, LONDON

WINDSOR: Also last fares to
other points on Windsor line

EASTERN CANADA

of modern
train ex-
and a host
another
and within
a season's
travel, and
a depend-
able
method.

VICTORIA
New
Westminster

SEASIDE, ANCHORAGE, COAST
VIA PRINCE GEORGE

Travel the Vancouver
or Prince Rupert to
VANCOUVER

WASHINGTON, OREGON, CALIFORNIA

Full information, *Illustrations, etc.*, at
City Ticket Office

Registration on the Canadian National Service for the study and development of modern water management systems and methods. For more information, contact the National Service for Water Management, 10000 Highway 100, Suite 100, Edmonton, Alberta T6E 6K1.

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to the Mediterranean.

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